

FIG. 1

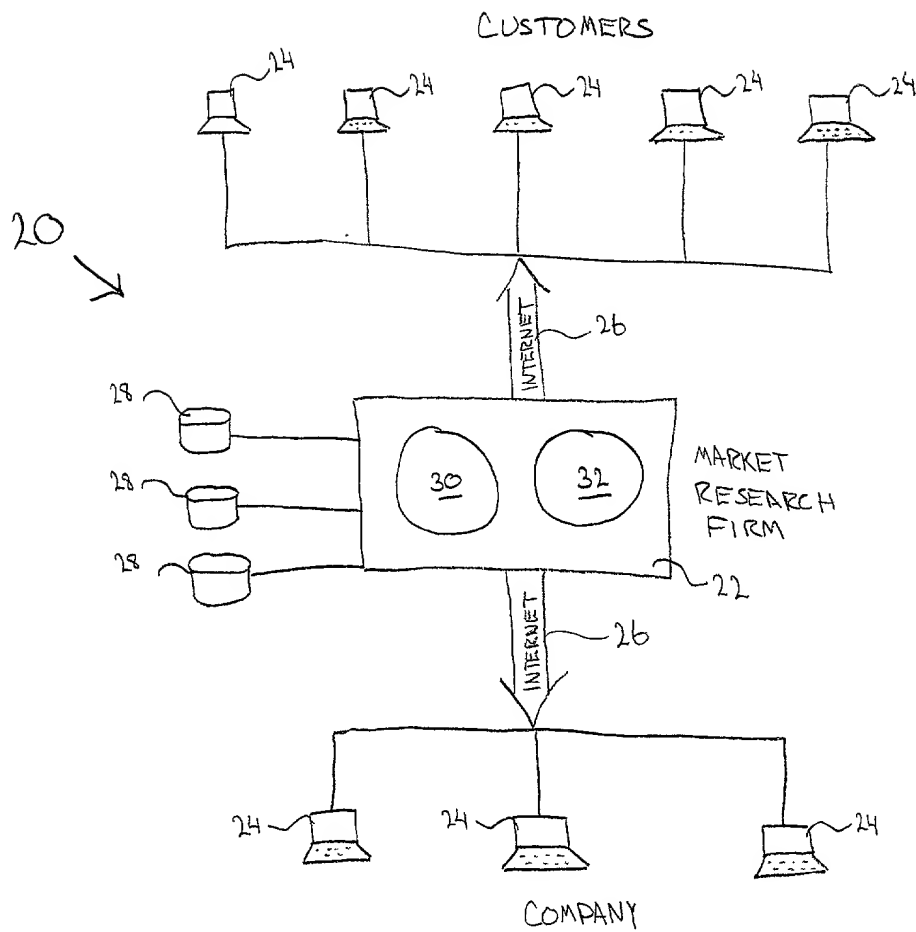


Fig. 1

>> DO NOT USE THE BACK BUTTON <<



40

Customer Action System (CAS)

Account Listing

District

Region

Country

Account Manager

East

AMERICAS

United States

Jane Smith

Count

4

42

Number

Name

1

6086

ACME Companies, Inc.

2

6042

ACME Production, Inc.

3

6071

ACME Food Stores

4

6043

ACME Shoe, Inc.

41

Look Up Account/Respondent

Account Director List

48

Exit Facility

User List

Print Current Account Data

46

View Account Data

Add New Account

50

Status Report

43

Apply Filter

Clear Filter

45

Account Manager

United States

United States

United States

United States

Fig. 2

>> DO NOT USE THE BACK BUTTON <<



Customer Action System

60

Account Information		District:	East
Account Number:	8085	Region:	AMERICAS
Account Name:	ACME Companies, Inc	Country:	United States
Customer Type:	End - User	Account Manager:	Jane Smith
Account Type:	2 - Other	Account Manager Number:	50
Account SIC:	5411		

Update Account Data	Delete Account	Exit Facility
Change Account SIC	Return to Account List	

Respondent Information			Help
ID	Name	Missing Required Data	Selection Status
100519	John Doe	No	Candidate for next wave
100518	Jon Smith	No	Candidate for next wave

Edit/View Respondent Data	Add New Respondent
Delete Respondent	


Fig. 3

TOP SECRET 09090909

CSM - Microsoft Internet Explorer

File Edit View Favorites Tools Help

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WalkerInformation  **Customer Action System**

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Current Respondent

Account Number: 6085 Account Name: AC

Number: 100519

Prefix: Mr. First Name: John Middle Name: D. Las

Salutation: Mr. John Doe (see Help)

Title: Manager of Store Systems

Address: 1111 ACME St.

City: Some City State: ST ZipCode: 12345

Phone: 123-456-7891

Please enter phone number as if it is being dialed from outside the country.

Language: English 82

81

84 86 88 90

Respondent Information			Help
ID	Name	Missing Required Data	Selection Status
<input checked="" type="radio"/> 100519	John Doe	No	Candidate for next wave
<input checked="" type="radio"/> 100518	Jon Smith	No	Candidate for next wave

70

Fig. 4

Acme's Overall Performance / Competitive Performance

Please use the two scales shown below. If you don't have direct experience with an area, please base your answers on what you have seen or Acme.

34

Corporate Reputation

One of the Best	Better than Most	About the Same	Not as Good as Most
100%	0%	0%	0%

Products

Excellent

Fair

Price

2

2

C

Delivery

C

C

6

C

Technical Support

C

6

C

C

5. 11. 1954



Customer Action System

102

Customer Relationship Management Follow-Up Count:4 Help

104 {

District East

Region AMERICAS

Country United States

Account Manager Jane Smith

Wave 1 Year 1999

Sort Order 1.) Country 2.) Acct Mgr

3.) Acct Name 4.) Respondent

106 { Apply Filter Clear Filter

108

*** Click a respondent to enter follow-up related information. ***

*** Click an account name, account manager, or country to display a listing of all issues within that area. ***

Non-Completed Corrective Action Plans for At Risk Accounts are listed in Red

Completed Corrective Action Plans for At Risk Accounts are listed in Green

Wave	Follow-Up	Account Name	Respondent	District	Account Manager	Ca
1 - 1999	Complete	> ACME Companies, Inc.	> Doe, John	East	Jane Smith	Truly Loye
1 - 1999	Complete	> ACME Companies, Inc	> Smith, Jon	East	Jane Smith	Accessible
1 - 1999	Complete	> ACME Companies, Inc	> West, Bob	East	Jane Smith	Trapped
1 - 1999	Complete	> ACME Companies, Inc	> Jones, Pat	East	Jane Smith	High Risk


Return to Account List View Reports Menu Exit Facility

Fig. 6

TOP SECRET 09696860

CSM Follow-Up - Microsoft Internet Explorer

File Edit View Favorites Tools Help

WalkerInformation  130

Customer Action System

Customer Relationship Management Follow-Up

Account Name: ACME Companies, Inc.	Overall Quality: 4
Respondent: Mr. John Doe	Overall Value: 3
Country: United States	Overall Price: 4
Account Manager: Jane Smith	Likelihood to Continue: 3

132

135 134 140 142

Original Follow Up Date: 11/23/99

Summary of Issue or Concern: Mr. Doe has not seen a sales representative for several months. Then all of a sudden one showed up only to sell a new product.

136

Owner of Action Plan: Jane Smith

Proposed Action Plan: A quarterly meeting has been scheduled for the sales representative to meet with Mr. Doe to discuss any outstanding issues and also discuss any new upcoming products.

138

A.P. Approved by: Scott Thomas

Date Approved: 12/02/99 (mm/dd/yyyy)

A.P. Completion Date: 01/12/00 (mm/dd/yyyy)

Fig. 7

Business Unit: East
Region Level: AMERICAS
Country: United States
Account Director: Jane Smith

150

Account Name: ACME Companies,
Inc.

Year: 1999

Respondent: Ms Pat Jones

Issue Number: 1

Issue: No issues.

Plan FU Date:

Actual FU Date: 06/08/1999

Owner:

Process Area:

152 ~ **CA Summary:** Met with ACME and put together a plan to improve our communication between our divisions.

CA Target Date

CA Completion Date

Year: 1999

Respondent: Mr. Bob West

Issue Number: 1

Issue: No issues.

Plan FU Date:

Actual FU Date: 06/08/1999

Owner:

Process Area:

152 ~ **CA Summary:** Met with ACME and put together a plan to improve our communication between our divisions.

CA Target Date

CA Completion Date

154 CA Score

Highly Successful	Successful	Marginally Successful	Unsuccessful	Detrimental
○	○	○	○	○

Fig. 8

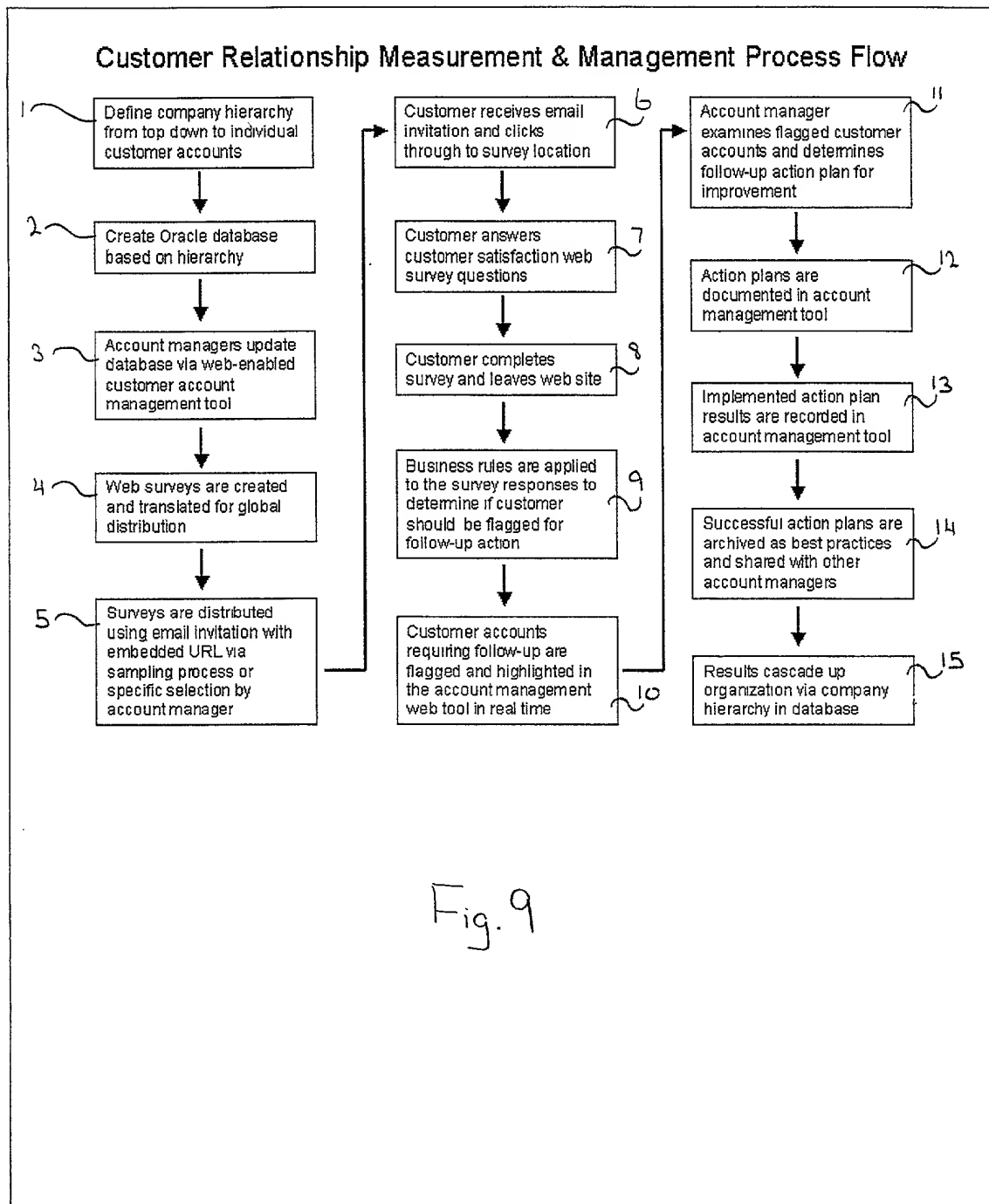


Fig. 9

Survey Translation Process

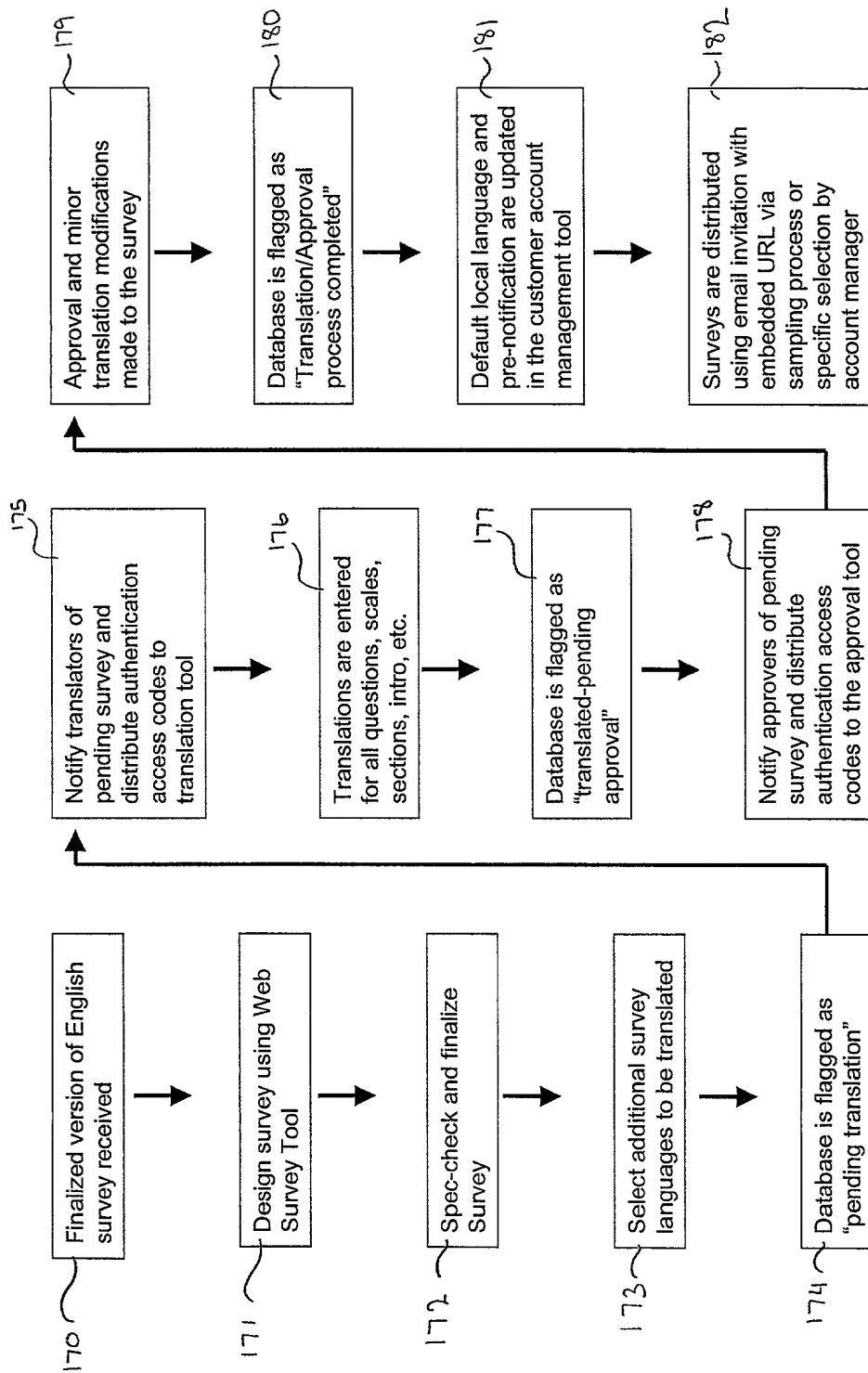


Fig. 10